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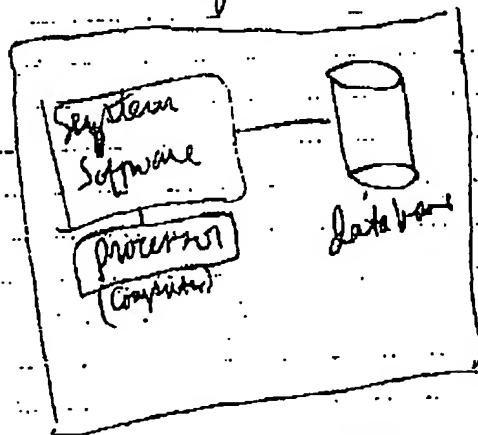
PC file - Cell phone / mobile commerce with GPS. Location
position - with capability in a system to store position
locations of the user/cell phone, with information
used for marketing / purchases / targeted advertising
to the cell phone / user.

Target
marketing
Cell phone

Thomas E. Constant

Partial understanding - full coverage

System may include operating system with
software as a control system or server to store
at least two points in a defined period of
time to determine where the cell phone/user
is at and where's direction of travel, utilizing
GPS technology.



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System may release storage for storing transactions
or purchases made by the user on the cell phone
for further analysis such as determining trends related
to purchases made. Historical trends may help to
determine what information may be of interest to
user in the future.

Thomas G. Covington
Lead and Understood: Bill Covington

Trans

User makes purchases

Transactions stored in memory

Transactions analyzed

Trends determined

User profile compiled and stored

31

Trends may be confirmed - purchases trends (date points) and locations date points to determine further (confirmed) trends to identify and analyze purchasing habits and other trends by the cell phone user.

Thomas Lestani

Read and Understood: Terri Covington

The user of the cell phone may select choices or preferences in advance, or to be analyzed with, any historical trends for targeted marketing to the user.

The preferences may be stored in memory and associated with the particular user.

System
software

Computer/processor



Ability
to store
words and preferences.

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User preselections or preferences may be selected on the cell phone through a menu on the cell phone utilizing the keypad and/or a cursor on a touch pad screen.

System includes (Device work together to target user):
The device may be the cell phone, with pushkey capability using blue tooth technology or 802.11b wireless protocol, or the wireless netbook. The device may be a PDA, cell phone, BlackBerry-type device, using paging system.

System includes the cell phone system, with base stat and the computer system with the database, software, and procedure for analyzing the preselected user information, location trends and the pushkey trends.

User preselections may be made on the Internet at a web page with security - secure access - to access user accounts and to make preselections and to change prese

through Control

Read and Understood: Tami Covington

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March 5, 2000

Users actions / purchases as well as travels
stored in memory. User's information stored,
processed and serialized. System then notifies
the user through the cell system if X and
Y location. Location to be in close
proximity to the user.

User's actions / travels

stored in memory

(reporting)

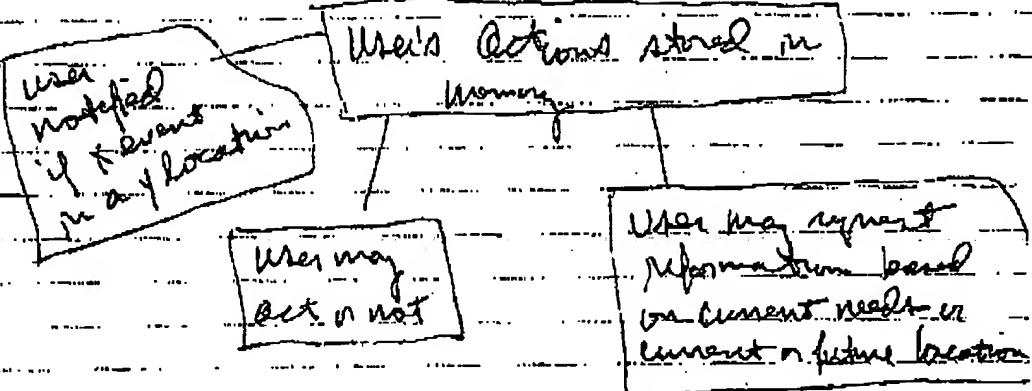
User notified if X
in location Y.

April 10, 2000

User may request information based on interests
of current location by utilizing cell phone
beam and menu. Any request made by user
may be stored in the historical database and
may be included in any subsequent analysis.

Thomas G. Lovstone
Read and Understood: Tom Covington

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May 1st 2005

All user activity is tracked, stored in the database and analyzed (processed). The user's profile is updated at certain intervals and the targeted marketing is modified so the user's trends and interests are predicted or considered when determining what marketing offer will be presented to the user.

Theming ControlRead and Understanding: Full Coverage

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May 30, 2000

Information regarding the user's actions may be provided to the operator by the user's location or an establishment. The cell phone and system may communicate via Bluetooth or other short wave communication device. This may allow certain ads or marketing to be sent to the cell phone, and information regarding the user, such as past purchases, home area, past locations, preferences or preferences etc. to be sent to the establishment.

First II, etc.

User preferences may be captured by phone or internet. User may have preferences known based on topics of interest, such as books at library, special offers at restaurants, movie theaters, etc. The special offers may be based on current activity at the establishment for example, if a restaurant is slow and the fish or other fresh meat or produce may go bad or spoil if not sold that day - special offers may be hardwired to target groups based on preferences, past trends, user location, or other historical and/or geographical information.

There is a time limit and understood: 1 year (or 1 year -

36

July 19, 2000

User's preselection process may look like:

preselections made

selection by topic

Profile of user set by user
or by trendsDemographic/geographical information
setInformation (selections
saved and stored)

in memory

establish baseline
(can be modified over time/usage)

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August 21, 2000

information or baseline on user trends to be used for analysis and usage.

preslections and usage → Baseline

usage, location, track and usage

information stored

information processed

historical information or trends established and processed

targeted ads/marketing sent to users based on information processed

Thruput control
Read and understand : TELCO contract

38

September 10, 2000

The user actions, and inactions, are stored and analyzed. The reactions by the user may be just as important as the action of the user. If the user does not respond to some sale target ads for low and stores. Then the information would be processed and low and store ads could be discarded or eliminated, in terms of targeted ads sent to the user.

Any types of targeted ads may be sent to user, not just from an establishment. The devices may communicate with each other. For example, a male looking for a few in Vista may find a hotel based on preselection meetings sent, information and which made and ~~etc~~ then notification to the user, if the user is ^{within} a certain distance from such a place like in a the ~~area~~ bar in the file.

Read and Understood Thomas Centrone

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October 7, 2005

The information compiled on the user's use
be very valuable and may be sold from the
service / system provider to other commercial
entities or that other targeted marketing
may be completed.

Frequent users or consumers of certain
establishments may receive additional
ads and discounts based on their frequency
of use. A discount code or keyword code
be utilized if not completed electronically.

The discount code may be sent to the
user's email mail box or by text message
for review by the user. These offers
of discounts may be made in part by
the other establishments used in the cycle
of business.

Present Cont.

Bad and Unreliable Telephone

40

October 27, 2000

beginning of federal application system
with first set of claims

November 3, 2000

User groups may be ~~compiled~~ by the system
to perform advertising of broadcast. The targeted
ads. The user groups may change their configuration
users based on travels and usage. The user group
may be initially set by preselections made by
the user.

A user group may be established by geographic
information as well. For example if a user travels a
segment route, this route information and user may be
informed with other users who travel a similar route.
These user groups may receive targeted ads based
on where they travel.

Mark Cutton

41

November 29, 2000

Draft pat application prepared

Database includes:

Preselections

Usage

Transactions

Frequent routes

Responses to broadcasts

Targeted demographics

All this information is stored and analyzed to produce trends to produce efficient targeted ads.

Planned outcome

Read and understood: Total Coverage

TOTAL P.14

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